

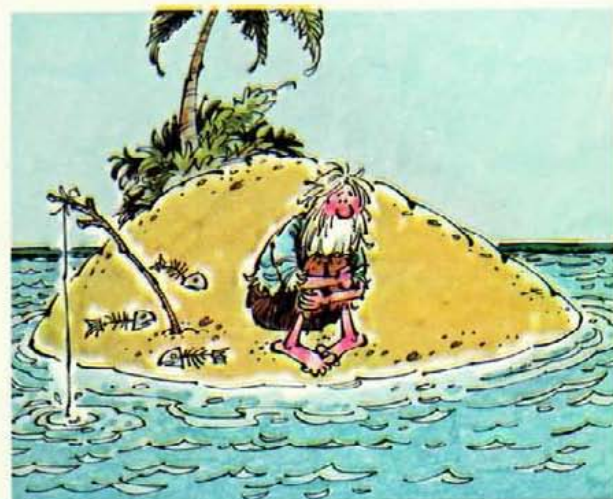
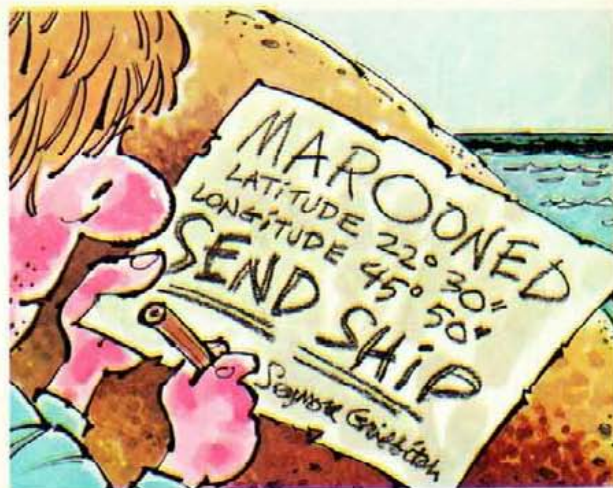
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THE CASTAWAY



ARTIST: PAUL COKER, JR.

WRITER: AL JAFFEE

MAD

"Still waters run deep... but they're usually stagnant!"
—Alfred E. Neuman

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DAVID FRAZIER *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS
the usual gang of idiots

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MAD—April 1976, Volume 1, No. 182. Published monthly except February, May, August and November, by E.C. Publications, Inc., 405 MADison Avenue, New York, N.Y. 10022. Second Class Postage paid at New York, N.Y. Subscriptions: in U.S.A., 20 issues \$10.00. Outside U.S.A., 20 issues \$12.50. Allow 10 weeks for change of address to become effective. Entire contents copyright © 1976 by E.C. Publications, Inc. The Publisher and Editors will not be responsible for unsolicited manuscripts, and request all manuscripts be accompanied by a stamped self-addressed return envelope. The names of characters used in all MAD fiction and semi-fiction are fictitious. A similarity without satiric purpose to a living person is a coincidence. Printed in U.S.A.

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LETTERS DEPT.



JAW'D

I enJAW'D your satire on the movie
of the year!

Bruce Leibowitz
Spring Valley, N.Y.

As a new-gummer to your magazine,
you could say I cut my teeth on "JAW'D"
and choked with laughter at every bite!
Are you always so inspired by rich, me-
lodious music?

Marsha Clarke
S. Orange, N.J.

I was reading "JAW'D" in the tub
when the movie theme coincidentally
emanated from my radio. I got out of my
bath, but fast!

Bob Workman
Allison Park, Pa.

Peter Benchley's JAWS, compared to
Drucker and Siegel's "JAW'D", is just
a bad case of overbite.

Joe Lanfrank
West Orange, N.J.

Your fish story stunk!

Brian Peck
La Mesa, Calif.

As a projectionist of a local theatre, I
had the nauseating pleasure of, twice
nightly, showing and watching Univers-
sal's "JAWS" for twelve disgusting weeks.
Also, for 12 shaking weeks, I had head-
aches twice nightly thanks to another
Universal "movie", namely "Earthquake".
I deeply appreciate your insane, hilarious
and long-awaited attacks on these shows!

Alan Sanders
Senior Projectionist
Grandview Cinema
Odessa, Texas

MIRTHQUAKE

Dick De Bartolo and Angelo Torres
did a smashing job on "Mirthquake".
When my family read it, it really brought
down the house!

Ricky Ortega
San Juan Capistrano,
Calif.

Dick De Bartolo's writing gave me
such a tremor, my nervous system regis-
tered a devastating 8.0 on the Richter
Scale!

Rick Pleva
Camp Hill, Pa.

"Mirthquake" really cracked me up!

Eleanor Gallagher
Philadelphia, Pa.

MAD'S CIA AGENT OF THE YEAR

Paul Coker, Jr. and Lou Silverstone
have done it again with their unflinching
(but hilarious) "MAD's CIA Agent Of
The Year". It ranks with the other great
"MAD Interviews" . . . the "Liberal Fam-
ily" and the "Middle American Family
Of The Year", which they teamed up on.
What's next? "MAD's KGV Agent Of
The Year"?

Ed Keane
Worcester, Mass.

The caricature and selection of Joan
Baez as guest interviewer was a master-
stroke!

Ava Finnerty
Bayonne, N.J.

RESTAURANT SUPPLY CATALOGUE

"Restaurant Supply Catalogue" is one
of the many glories of MAD, putting our
suspicions in a visual and laughable form.

Mike Carlton
Covina, Calif.

It was a pleasure sending the Koch-
Clarke "Ripoff Cafe" article to my neigh-
borhood Ripoff Cafe!

Clark Geiss
Birmingham, Mich.

THEATRE OF THE ABSURD

I would like to know if before writing
a movie satire do you see the movie?

Steve Slater
Tampa, Fla.

No, we write the satire first . . . and then we
see the movie!—Ed.

MAD IN GERMANY

We have Ordered der German Folk to
Buy der German MAD. 350,000 German
Folk have Obeyed der Order. Ve will
Punish der Rest.

Klaus Recht
Publisher, German MAD
Hamburg, Germany



German MAD Publisher Klaus Recht

MAD E.S.P. ?

More MAD E.S.P.? Yes! Back in 1972, issue #150, to be exact, you had an article "When TV Makes Full Use Of Howard Cosell". Bet you thought that was far-fetched? Howard Cosell did get his own TV variety show. You people are either just plain clairvoyant or just plain sadistic!

Gregg Fylpaa
Huntington Beach,
Calif.

6th GRADERS GO MAD

I am in 6th Grade in my school where I signed up for a class called "The Annotated MAD Magazine." In my class I am reading old MADs and learning the history of MAD.

Walter Willenkin
San Francisco, Calif.

You're working toward an M.A.D. degree?
—Ed.

TIME DRAGS...TIME FLIES

Regarding Hart and Rickard's "Time Drags... Time Flies...", Time drags while you're waiting for the next issue of MAD... Time flies while you're reading it! Or is it the other way around?

Julie Sand
Wayne, N.J.

Time drags until your mother throws your MAD into the garbage.

Art Braunschweiger
Murray Hill, N.J.

DON MARTIN BEATS THE COST OF GAS

"Don Martin Beats The High Cost Of Gasoline" was lead free and good on smilage!

Steve La Grange
Northwood, Calif.

Don Martin should get tanked more often!

Tom Pritchard
Ocean Grove, N.J.

Don Martin is a marked man if the oil moguls ever catch up with him!

Peter Jepsen
Newtonville, Mass.

THROUGH FRANK PERDUE'S KEYHOLE

Enjoyed your "A MAD Peek Through Frank Perdue's Keyhole". But then, I was always a drumstick man!

Richard Kyle
Long Beach, Calif.

You should have shown more through the keyhole. If you ask me, photographer Tony Garcia really *cooped* out!

Adam Derman
Metuchen, N.J.

You were too chicken to show the rest!

Alfred Rowchl
Castleton on Hudson,
N.Y.

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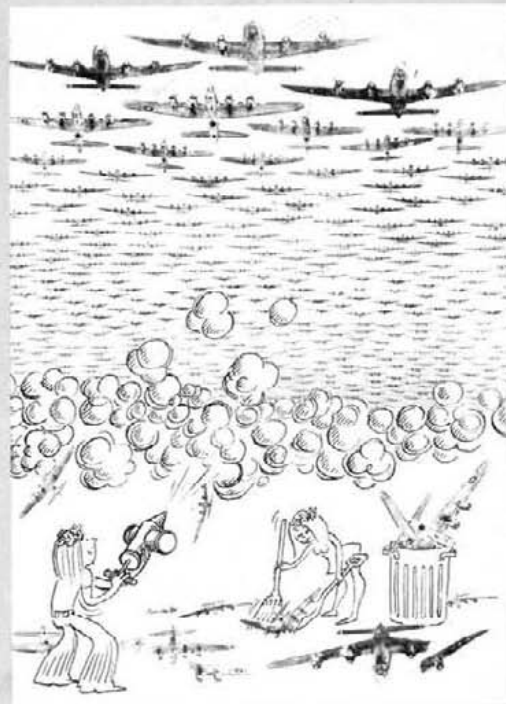
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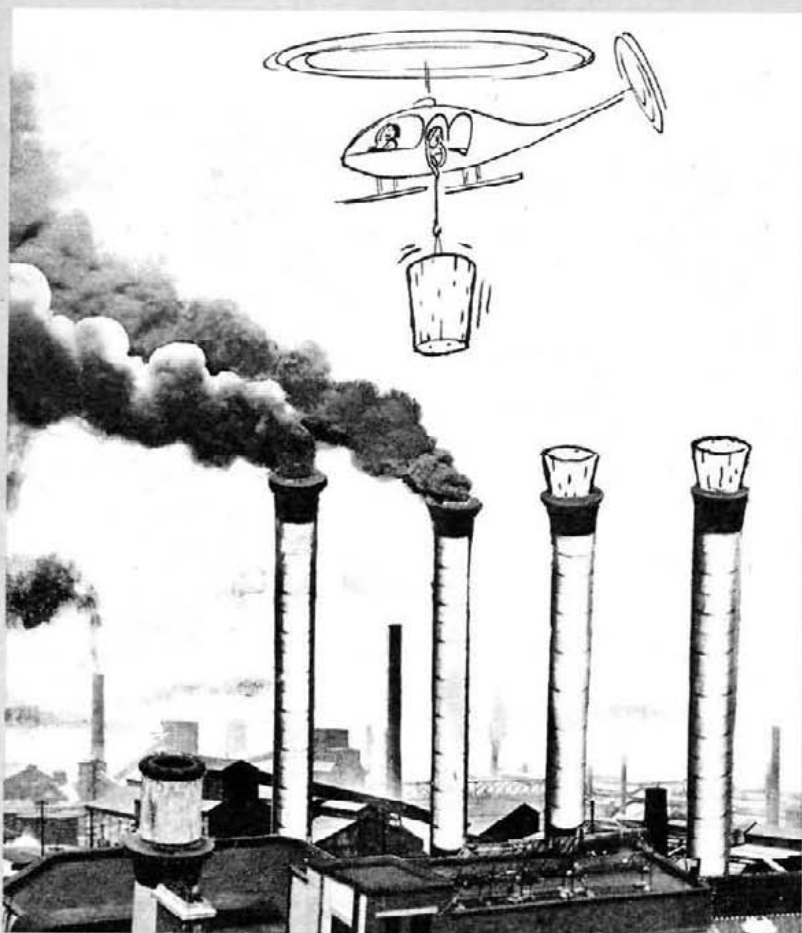
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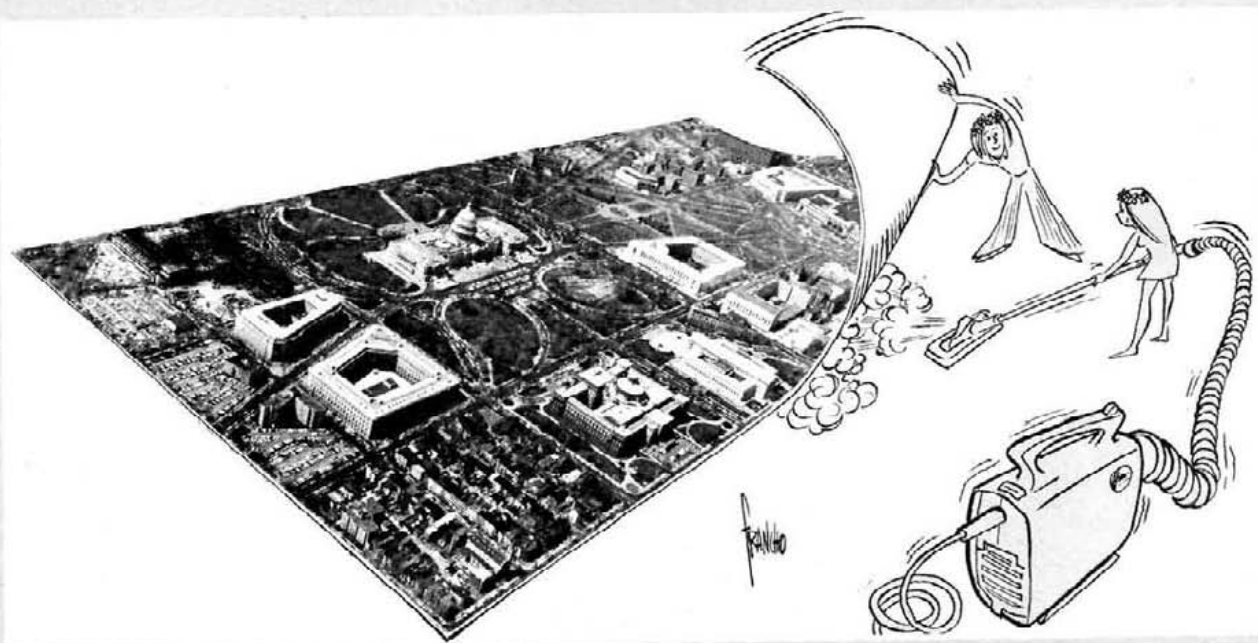


ALISTS' DREAMS

ARTIST & WRITER: ARNOLDO FRANCHIONI

PHOTOS BY: UPI





THAR'S GOLD IN THEM THAR TRILLS DEPT.

Want to make a successful "Musical"? Then take a novel like "Don Quixote" and turn it into "Man of La Mancha"...or take a play like "Pygmalion" and turn it into "My Fair Lady". Want to make an even *more* successful Musical? Then take fantastically successful movies...like "The Godfather"...and "Towering Inferno"...and "Jaws"...and turn *them* into Musicals! Which is exactly what we've done in this next article, wherein MAD proudly presents

NEW MUSICALS BASED ON BIG MOVIES

ARTIST: MORT DRUCKER

WRITER: FRANK JACOBS

THE MOB'S ALL HERE

Based On "The Godfather"

*Godfather, Godfather,
You we obey!
From you we've learned
Crime sure does pay!
Godfather, Godfather,
Give us the word
On who gets rubbed out
Today!

Godfather, Godfather,
We show respect!
We kiss your ring!
We genuflect!
One day a sculptor will
Cast you in bronze
Because you're the
Don of Dons!

We... toast... you
With glasses of Vino
We... kneel... when
You sit on the throne!
You're... big-ger
Than Carlo Gambino and
Ten times more famous
Than Al Capone!

Godfather, Godfather,
Won't you proclaim
Who we should kill?
Who we should maim?
Each time we
Mur-der
We hon-or
Your name!

So...
Let's make some hits!
Blow out some brains!
Blast 'em to bits!
Strangle 'em, too!
And make all our
Dreams...
Come... true!



MORT
DRUCKER

*Sung to the tune of "Matchmaker, Matchmaker"

Ah, my sons! Sonny... a vicious psychopathic killer, and the light of my life! Fredo... weak and spineless, but he moves well with his left! And Michael... who repays my love with the one thing I can't stand... **DECENCY!**

But, Pop! All I really want is "The Good Life!"

Michael, as you'll learn from this next number, this IS "The Good Life!"

*Life is a treat
In the Mafia;
Rackets are sweet
In the Mafia;
Bigshots you'll meet
In the Mafia;
And how you'll eat
In the Mafia!

I think a young man should go straight!

How can you be such an in-grate?

I'm no believer in Mob rule!

I think you went to the wrong school!

*Sung to "I Like It Here In America"

You'll have it made
In the Mafia!
Be highly paid
In the Mafia!
Learn to "persuade"
In the Mafia!
That's a skilled trade
In the Mafia!

I want to work hard and go straight!

I can't conceive of a worse fate!

I'll make you proud of what I've done!

How could I have such a bad son?

You'll testify
In the Mafia!
Crimes you'll deny
In the Mafia!
You'll never fry
In the Mafia!
Judges we buy
In the Mafia!

I'll buy a business and go straight!

Join me! I'll buy you the whole State!

Rackets and dope just aren't my line!

Pack up and move, 'cause you're not mine!



Fellow Dons! I've called you here so that we can put an end to the gang wars and the bloodshed!

But why are we meeting here... in a restaurant?

You must be a **NEW Don!** Don't you know that there's something even **more important** to a Mafia Boss than all the drugs and hijacking and gambling and prostitution...?!

What's that?!

FOOD!!

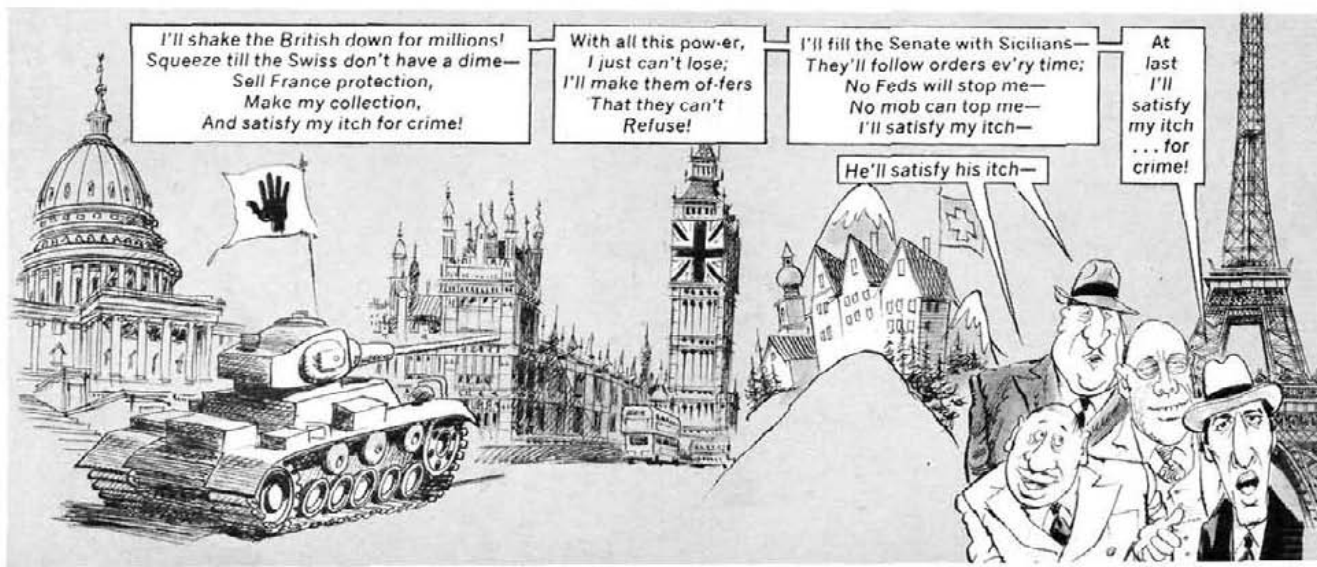
*Cold antipasto and Hot minestrone,
Plates of lasagna and Sliced provolone,
Cheese ravioli that's Smothered with sauce—
This is a snack for a Mafia Boss!

Shrimp marinara and Veal scallopini,
Fried calamari that's Served with zucchini,
Chewed while discussing our Profit and loss—
This is a snack for a Mafia Boss!

*Sung to the tune of "My Favorite Things"



*Sung to the tune of "Get Me To The Church On Time"



THE SHARK AND I

Based On "Jaws"

To scream the incredible scream—
To cry the hysterical cry—
To shriek—while a shark drags you under—
To know that you're going to—**ARGGHHH!!!**



*Sung (briefly) to "The Impossible Dream"

Chief... as the town's leading businessmen, we want you to put an end to these **SHARK RUMORS!**

RUMORS...???
A girl's been **KILLED!!** How many deaths can this island take?

Of **PEOPLE**... plenty!
Or our **BUSINESSES**... none!
You see—



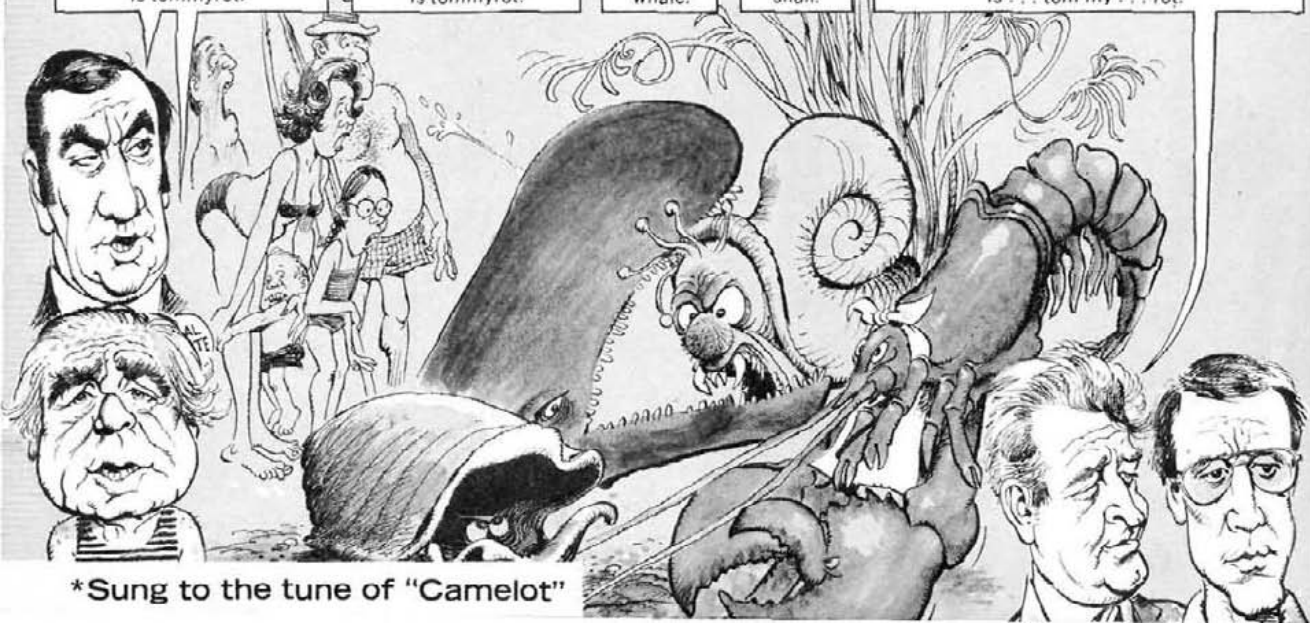
Ten thousand tourists soon
Will disembark here;
The money that they're
Spending means a lot;
To tell them there's a great
Big hungry shark here
Is tommyrot!

It's possible in seaweed
She was strangled;
A lobster may have
Killed her on the spot;
To claim that by a shark
The girl was mangled
Is tommyrot!

Tommyrot!
Tommyrot!
She may have
died
inside a
whale!

Tommyrot!
Tommyrot!
Or met
a
vicious
snail!

She may have tried to swim right after eating;
Or met a giant clam, if you prefer;
The flu she may have got—
It's going 'round a lot!
To say a shark has
Made a meal of her...
Is... tom-my... rot!



*Sung to the tune of "Camelot"

Hooper... you're an Oceanographer and an expert on sharks! I want a detailed, scientific explanation of shark behavior!

It's very complicated, but I'll try...

*JAWS—a mouth, a great big mouth!

TEETH—those things that kind of crunch!

BITE—the way sharks say "Hello"!

US—his fav'rite quickie lunch!

BLOOD—which turns the ocean red!

CHOMP—which makes a swimmer pause!

GLUB—which means the shark's been fed!

Which brings us back to JAWS!



*Sung to the tune of "Do Re Mi"

Men, the shark is closing in for his attack! Does everyone know what he's supposed to do?

I'm going to lower myself into the water and stab him with a poisoned harpoon... the odds of bringing this off being 100,000-to-1!

I'm going to get sea-sick, after which I'll crouch, frozen in fear, while the shark tears our boat in half!

Boy, am I sorry I asked!



THE SHARK'S GOT ME! KILL HIM, MAN! Kill Him!!

"I have never felt such great fear before; I have also never sung to sharks out here before; This one's out to kill, And I'm sure he will, 'Cause I'm here in the sea where they live!



Hear me pray to God To deliver us! For by now you should have learned Sharks are carnivorous! If he gets to me, Very dead I'll be, Stuck out here in the sea Where they live!

And, oh... That wi-ild sensation, When I see... His body explode! And, oh... The realization To know I didn't have to Take time to re-load!

All those floating bits Once were jaws out there, Not to mention vital parts of Robert Shaw's out there! Through the blood-drenched foam I... shall swim back home, Far away from the sea Where they live!



*Sung to the tune of "On The Street Where You Live"



GO TO BLAZES!

Based On "The Towering Inferno"

Welcome to the
Grand Opening
of The Glass
Tower! I know
you're burning
with curiosity
and aflame with
excitement! So
let me tell you—

•We could not wait
To ded-i-cate
This great enormous
Spire!
The show we've got
Is really hot,
'Cause the
Building is on
Fire!

On
fire!
On
fire!
The
building
is
on
fire!

It's really grand
That you're on hand
In all your fine
Attire!
A barb-e-cue
We've planned for you,
'Cause we
Can't put out the
Fire!

The
fire!
The
fire!
They
can't
put out
the
fire!

We're very high
Up in the sky,
No building reaches
Higher!
I'm sure no one
Will eat and run
'Cause we're
Trapped here in the
Fire!

The
fire!
The
fire!
We're
trapped
here
in the
fire!



*Sung to the tune of "They Call The Wind Mariah"

The flames, I fear,
Will soon be near,
And then we will perspire;
I'll share my can
Of Ultra-Ban
While we die here in the fire!

The fire!
The fire!
We'll
die here
in the
fire!

Where did the
fire start...?

In the Acme
Turpentine Co.!

THAT's no problem!

Then it spread to
the Ajax Cigarette
Lighter Fluid Co.!

And THAT's no problem!

And now it's headed for
the residence of a Mrs.
O'Leary, who owns a cow!

Now
THAT
could
be a
problem!





CHEAP SHOTS DEPT.

**BEAT THE RECESSION
WITH THESE HELPFUL**

MAD PENNY



Buy your perishables before week-end closing time . . . when you can bargain.



Have your kids bring home their Free School Lunch leftovers in Doggie Bags.



If necessary, use alternate means of long-distance communications.

ARTIST: PAUL COKER, JR.



Have your kids design and execute . . . and then hand deliver . . . your family's Christmas Cards.



Eliminate unnecessary Doctor bills. Brush up on "Home Remedies" and take care of your family's minor medical problems by yourself.



14 Give your family homemade haircuts.



Spray on socks with washable paint.



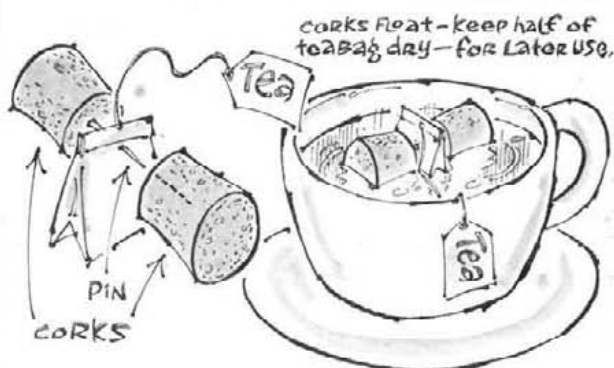
Grow or produce your own Gourmet food.

-PINCHING HINTS



Encourage your kids to build appropriate Birthday, Wedding or Bar Mitzvah gifts in your home (or their school) workshop.

WRITER: PAUL PETER PORGES



Invent clever money-saving methods like this "Teabag-Saver" which keeps half the teabag dry for later use.



When in need of professional advice, try consulting experts casually at parties.



For entertainment, return to the simple (and cheap) ways of yore.



Give your kids interest-bearing notes instead of their usual cash allowance.



Save fuel by saving hot water. Bathe "Japanese Family Style."



Drop in on your rich relatives during their mealtimes.



Use any available free transportation.



Keep your food budget low. Tell disgusting stories at the table.



Scan local newspapers and clip those special "Sale" and "Money-off" coupons.



Eliminate expensive reading material! Send for interesting free Government pamphlets.



Start wearing old, patched clothes . . . and pretend you're "with it."

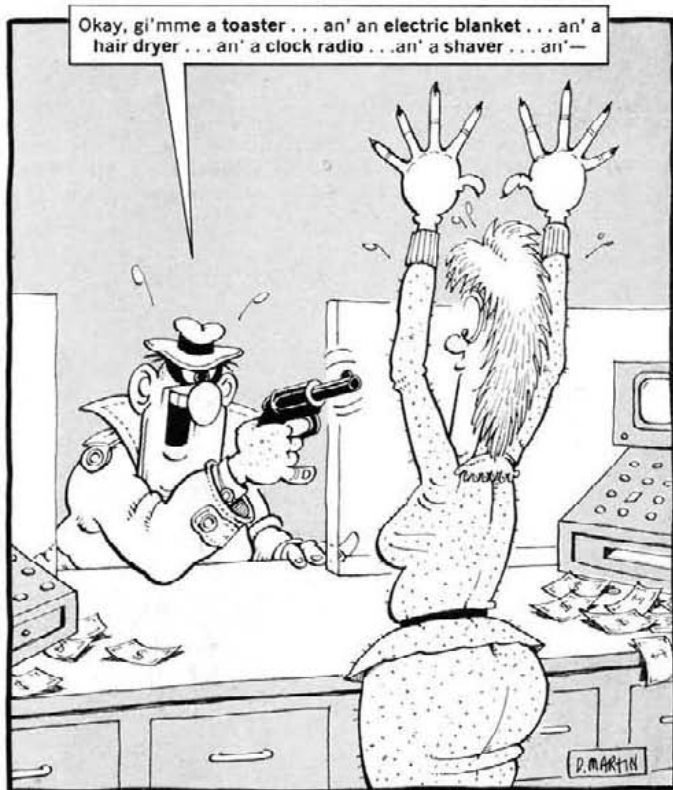


Get together with your neighbors and friends and form "Magazine Pools."



Make your own toilet paper.

EARLY ONE MORNING DOWNTOWN





BERG'S-EYE VIEW DEPT.

THE LIGHTER SIDE OF...

MAKING



I'll have a glass of ice cold Lemonade!

How's business?

Terrible!!

My Dad says ever since the Arabs raised the price of oil, the whole world's economy has suffered! Even small businesses like mine have been affected!

Can you believe that? Just because some bandits in bedsheets start fooling around, Bobby's little Lemonade stand suffers!

Ahh... what does he know about world economics!

The truth is... he makes LOUSY LEMONADE!!



EXTRA MONEY

ARTIST & WRITER: DAVE BERG

There's one of those Package Boys that hang around Supermarkets, hoping to make extra money carrying bundles! Why don't you let him carry yours?

Carry your bags, lady?

Well—okay!

What do I tip him?

Well... I usually give a dollar!

A DOLLAR?!? Isn't that rather a large tip?!? Well... okay... Here you are, young man!

Thanks a lot, Lady...

... and thank YOU, Mom!





And this is my Son... the clever entrepreneur! He collects old comic books and carefully preserves them in protective plastic bags! Go ahead, Son... tell Emily what they're worth!

Well, these comic books are Collectors' Items! I can sell them for big money at Comic Book Conventions! For instance, I could get \$300 for this old "Superman" comic... and \$250 for this old "Batman" comic...

... and \$500 for this "Shock SuspenStories Number Three"... and \$1000 for this "Panic"...

Wow! You certainly are an enterprising young man! You're going to be worth a small fortune when you sell them!

SELL them?!? Are you out of your mind?!? I wouldn't give up a single one of these books for the world!



Will you look at that?! What is he... some kind of NUT?!?

No, he's a Professional Dog-Walker!

Isn't that a dangerous job... being around all those vicious dogs?

It's about the safest job you can get nowadays!

What mugger would dare attack him with all that protection?



Sir, I'll shovel the snow off your side walk for a reasonable price!

Son! You've got a deal!

I can't believe it! When I was a kid we made extra money by doing back-breaking work, but I thought kids of today were so spoiled and soft, they wouldn't ever take on manual labor jobs! Yet, here's a kid willing to work up a sweat!

You're right! He's working up a sweat all right...



That's a pretty long walk from our front door to his Father's gas powered snow-blower!!

Look, George! Stop the car! Somebody's having a Garage Sale... and you know how I simply adore Garage Sales!



People are suckers! They can't resist what they think are bargains... and they buy up all the junk other people are trying to get rid of!

That's right, George!



And you're the worst sucker of all! You've spent a fortune on these stupid Garage Sales!

That's right, George!



Except that I'll make it all back with a profit, when I hold a Garage Sale of my own!



Hello, Sir! I'm working my way through college selling Greeting Cards!

I'm not interested!



We have lovely Christmas Cards, Birthday Cards, Anniversary Cards, Blessed Event Cards...

I don't like anybody well enough to bother sending such sentimental drivel!



We have Get Well Cards, Bon Voyage Cards, Welcome Home Cards, Good Luck Cards...

Bahh! Humbug! As far as I'm concerned, everybody can DROP DEAD!



Swell! And when they DO, we have this assortment of Condolence Cards!!



What in heck are you doing?

I'm earning extra cash by addressing envelopes for some sleazy outfit that supplies me with this Sucker List! But what the heck... money is money!



How MUCH money?

Three dollars a hundred!



What?!? Three dollars a HUNDRED?!? You call that money?!? That's slave labor! Gi'me that!

What are you doing?!



I'm adding your name to this SUCKER LIST!!



ONE FINE DAY AT THE CORNER OF SOUTH FINSTER BOULEVARD AND FONEBONE STREET

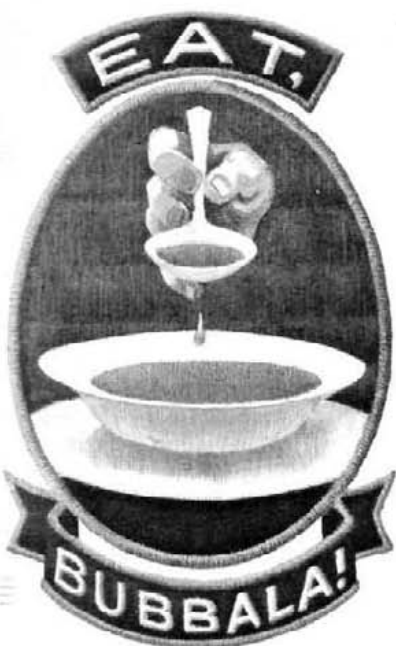




FOR THE SYMBOL-MINDED DEPT.

In order to identify themselves as members of certain military, social, sporting, environmental, ethnic and other special groups, many people proudly wear Shoulder Patches. Some people even wear Shoulder Patches and they don't belong to any group. But we're not concerned with those clods. What we are concerned with are the people who belong to certain groups and who do not wear Shoulder Patches because there aren't any. It's for these clods that we've designed this special collection of...

MAD



JEWISH MOTHERS



SLUM LANDLORDS



FAT PEOPLE



24 ALL-AMERICAN BIGOTS



LOSING COACHES



CHRONIC HYPOCHONDRIACS

SHOULDER PATCHES

ARTIST: BOB CLARKE

WRITER: PAUL PETER FORGES



NOSEY KID BROTHERS (OR SISTERS)



HARASSED WAITRESSES



MAFIA MEMBERS



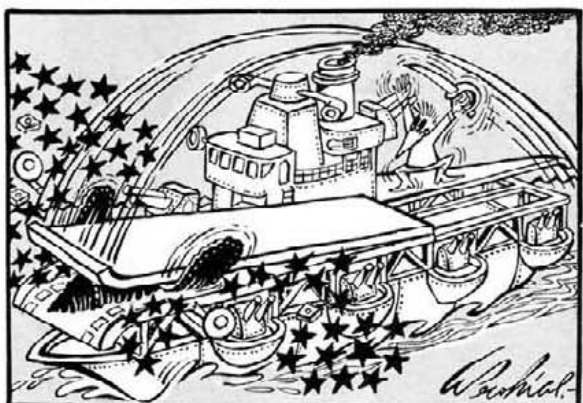
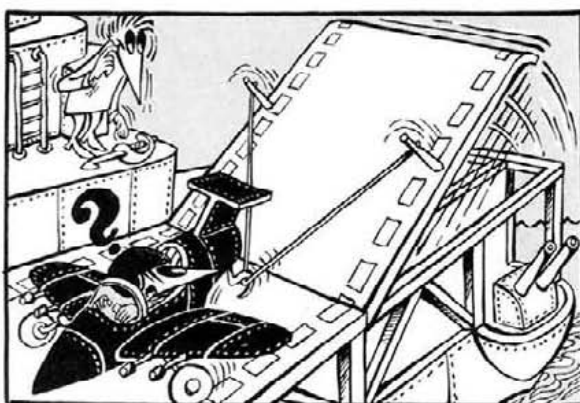
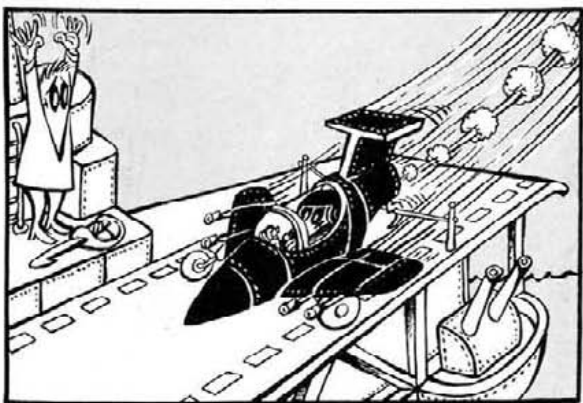
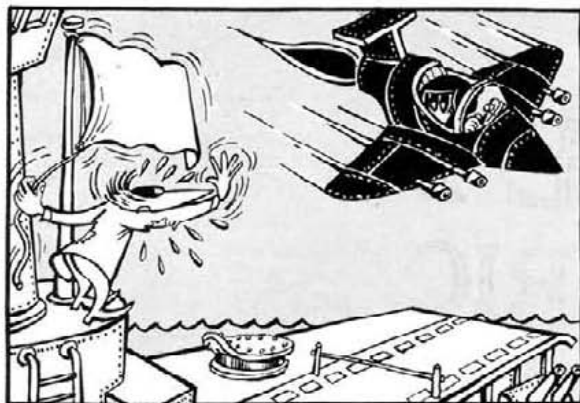
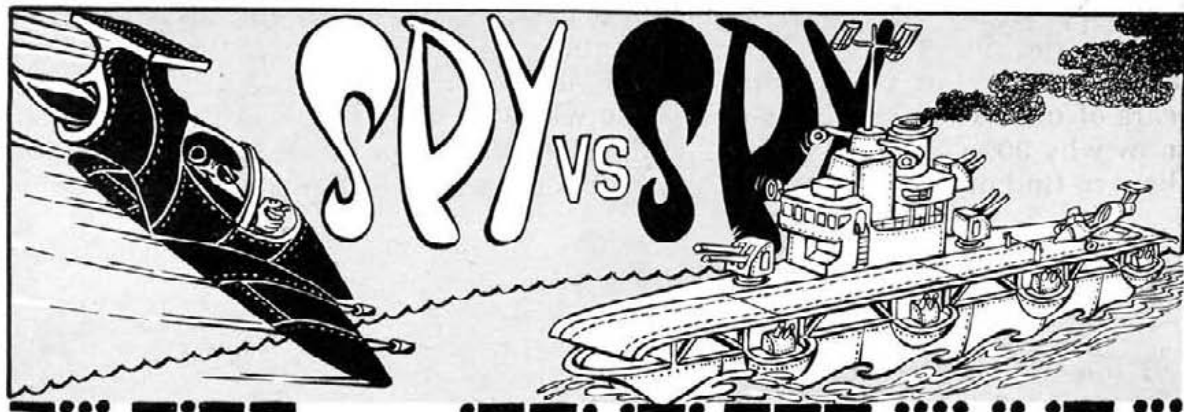
AGGRESSIVE INSURANCE SALESMEN



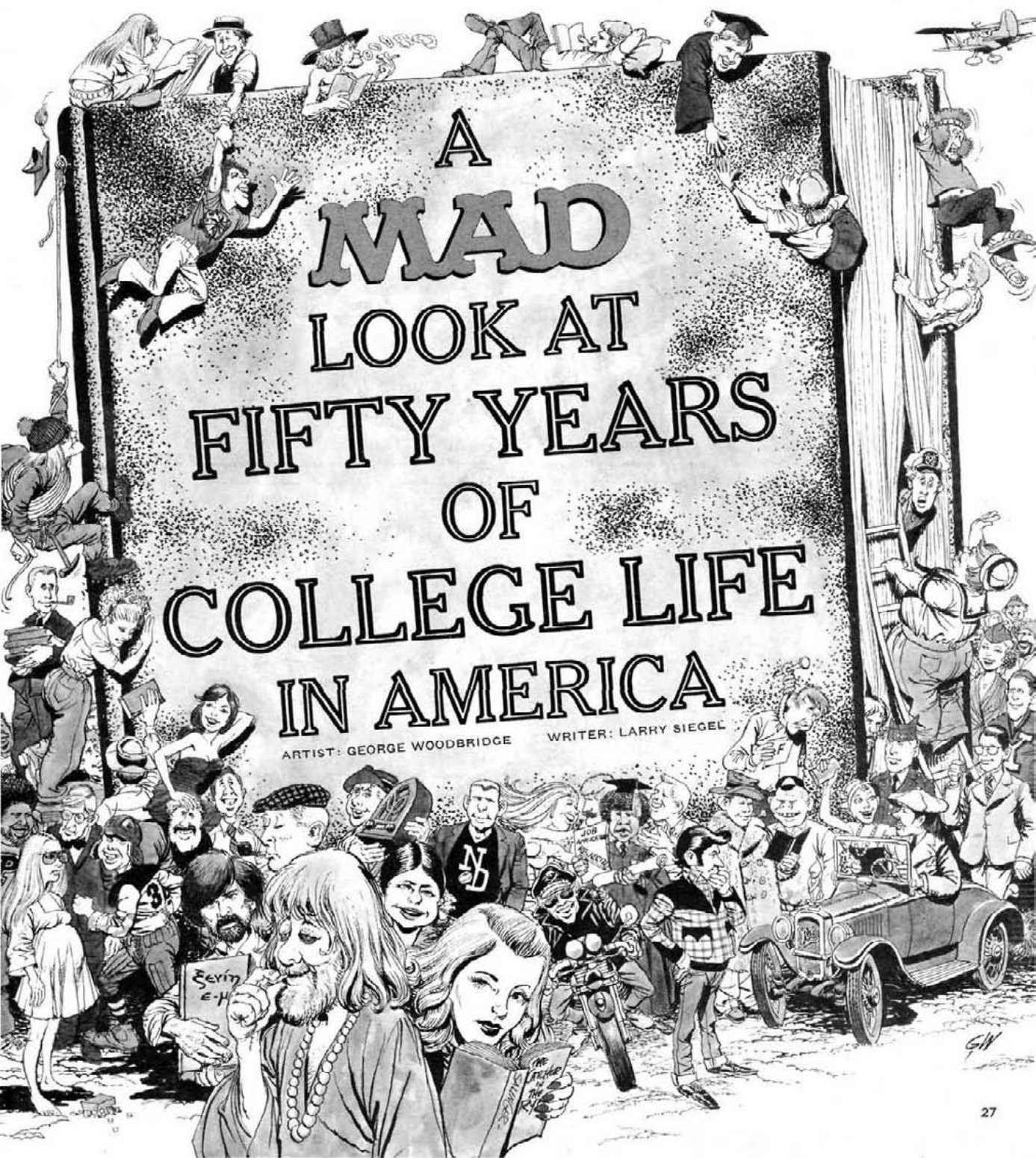
SUBWAY OR BUS RIDERS



DOG-HATING CITY DWELLERS



A noted professor once said, "The college campus is the bellwether of American life, the harbinger of a democracy's future. Spend ten minutes on a college campus and you may well determine the nature and vicissitudes of the next ten years of our existence." Now you know why this nation is what it is. You also know why 90% of college students fall asleep during lectures. And now you are about to find out why 90% of MAD readers fall asleep during articles as we take



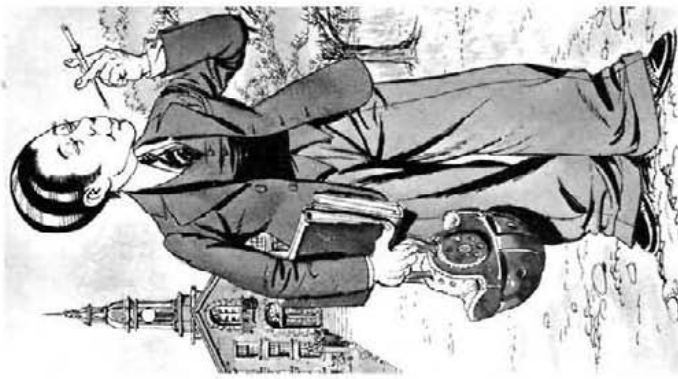
ARTIST: GEORGE WOODBRIDGE

WRITER: LARRY SIEGEL

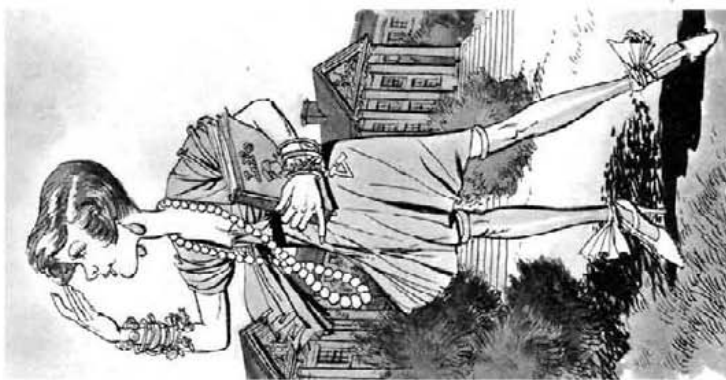
CAMPUS LIFE IN THE '20'S

The Roaring Twenties has always been known as a "fun decade." There was prosperity in the country, everyone was loaded (with money... and on bootleg booze) and the nation was laughing and having a hell of a time. Helping to make us laugh were some of the great comics of the day: Amos 'n Andy, Laurel and Hardy, and of course the silent little man with the baggy pants—perhaps the greatest clown of them all—Calvin Coolidge.

The mood of fun prevailed on our college campuses. Frivolity and lightheartedness filled the lecture halls and the science labs. It was not unusual to see someone take a swig from a hip flask, sneak into a Political Science class, set off a stink bomb, and run giggling out the door. But if you think the professors had fun, you should have seen the students.

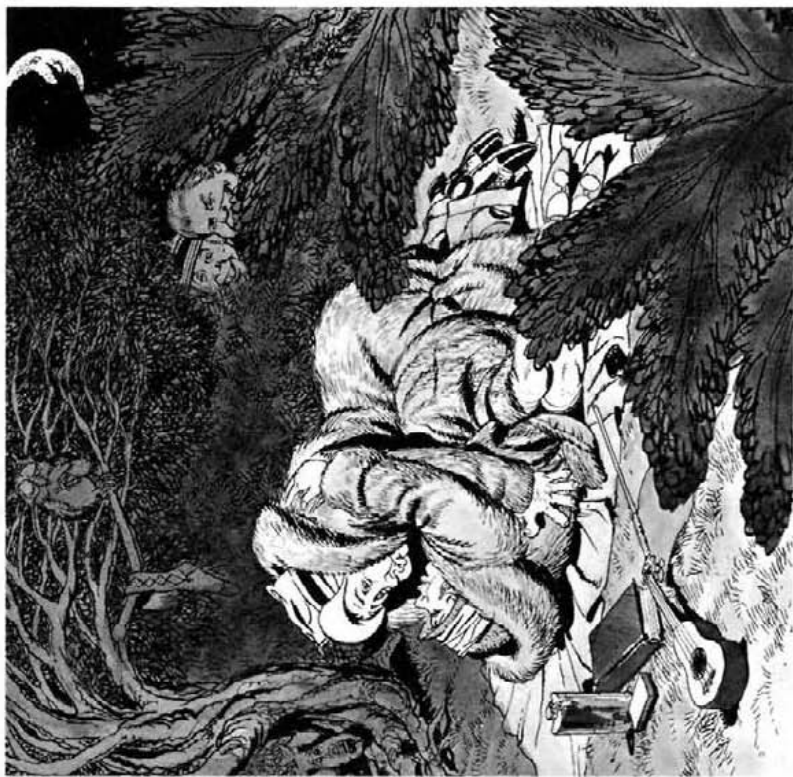


Here's a typical college sophomore in the 1920's. He was immaculately groomed. It took him an hour to shave and dress, and another thirty minutes of vigorous buffing, polishing, and shining with a shoe cloth. Then, when his hair was ready, he would work on his patent leather shoes.



This is another typical student. Notice the spiked heels, bracelets, long beads, and earrings. In the 20's, these were instantly recognizable as "flappers." Forty years later, they would be known as "boys."

The hilarity never ceased at the fraternity and sorority houses. Students listened to jazz, drank home-made gin, and danced the Charleston and the Shimmy. Still it wasn't all fun and games. At seven each night frat brothers used to gather in the study halls for some very serious and important business. Namely, swatting pledges on their rear ends with huge paddles for five or six hours. (But more about Sex in the 20's later.)

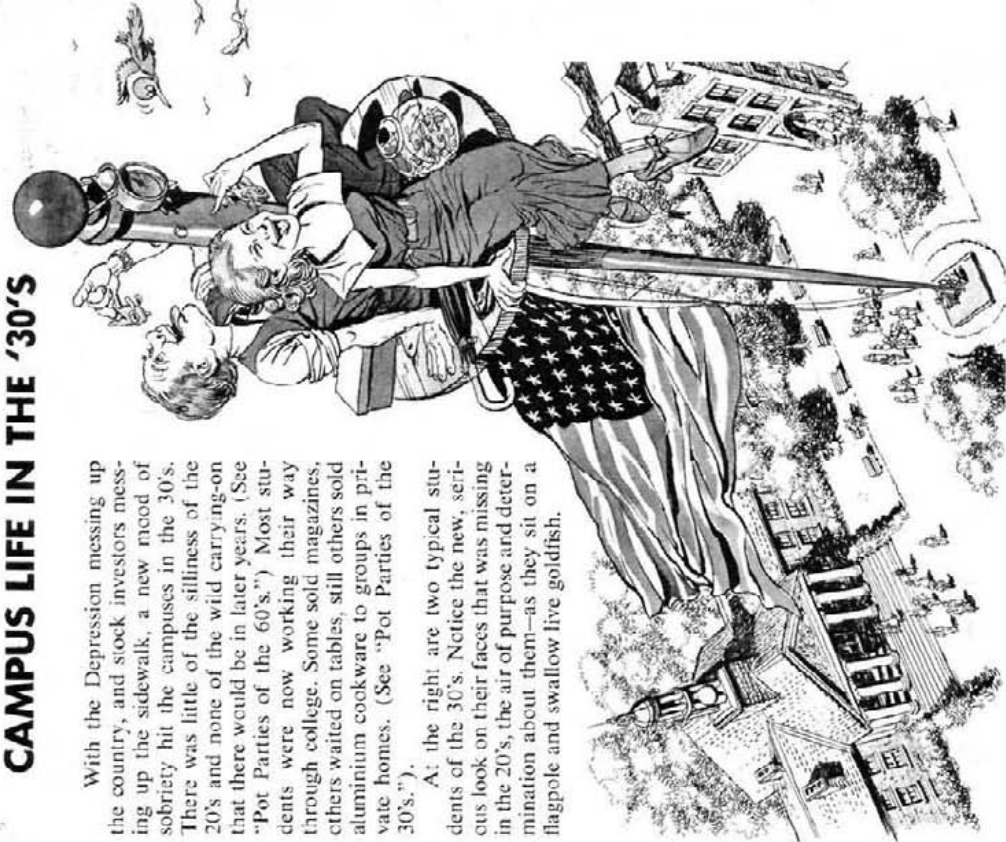


In the evenings after the big football games, guys and flappers used to take walks in the moonlight. (Remember when we said more about Sex in the 20's later? This is later.) Then they'd lie down on blankets and smooch and spoon and kiss. But it seldom went further than that. This was generally due to the strict moral codes of the students in those days, a desire to save themselves for the sanctity of marriage. And besides you try getting anywhere in a 20 pound raccoon coat. But some students managed to score. (To find out how this was done, see the famous treatise on Campus Sex in the 20's: "How To Make Out With Someone In A Raccoon Coat." For a later view on the subject see the famous treatise on Campus Sex in the 60's: "How To Make Out With A Raccoon.")

CAMPUS LIFE IN THE '30'S

With the Depression messing up the country, and stock investors messing up the sidewalk, a new mood of sobriety hit the campuses in the 30's. There was little of the silliness of the 20's and none of the wild carrying-on that there would be in later years. (See "Pot Parties of the 60's.") Most students were now working their way through college. Some sold magazines, others waited on tables, still others sold aluminum cookware to groups in private homes. (See "Pot Parties of the 30's.")

At the right are two typical students of the 30's. Notice the new, serious look on their faces that was missing in the 20's, the air of purpose and determination about them—as they sit on a flagpole and swallow live goldfish.



There wasn't nearly as much booze-drinking on campus now as there was in the 20's. It's nice to say that the socially-reawakened students now realized the dangers of alcohol and sublimated their drives in more productive channels. It's nice to say it all right, but it wasn't true. The reason they stopped drinking was because booze was now legal, and as we all know, it's never been fun for young people to do things they're *allowed* to do. Fortunately, however, sex crimes and murder were still illegal, so students had *something* to do on weekends. (But we'll go into Fun Hazing In Fraternities later.)



On weekends, students used to pile into a roadster (which was a car), gulp down hooch (which was booze) and try to make out in the rumble seat (which was impossible). With a whoop and a roar, they'd make the rounds of the speak-easies and then wind up in a Drive-In movie. It was great and it was fun, but then came the Big Crash. (Note: we're not referring to the Great Depression of the 20's, we're talking about the Big Crash in the lobby of the movie house. Because there were no Drive-In movies in those days. But that didn't stop these lovable goofos.)

Towards the end of the decade, fun-loving Calvin Coolidge retired from the White House and was replaced by an even greater comic named Herbert Hoover. He said hilarious things like, "A chicken in every pot," and people screamed with laughter and began jumping up and down.

Then came the Great Depression, and people stopped jumping up. But they continued jumping down, usually out of high office buildings.

On college campuses, many students became very political-conscious and started looking for the right political party to join. They examined the record of the previous Republican administration and the current Democratic one, and then they made the obvious decision: they became Communists.

But despite hard times, students still had time for fun. They were singing songs like "The Music Goes Round and Round," and dancing The Big Apple, the Suzy-Q, and the Lambeth Walk. As for sex on campus, the 30's was known as a very romantic decade and college tradition played an important role in all this, as the following illustration indicates:



Here's a typical tradition-steeped scene on a typical college campus in the 30's. See if you can pick out the following: (1) Flirtation Walk; (2) Moonlight Bay; (3) The Kissing Rock. Answers: (1) Flirtation Walk is the ivy-covered walk on the left. (It got its name because couples used to flirt as they walked along the path.) (2) Moonlight Bay is the water in the background. (It got its name because couples used to row on it and smooch in the moonlight.) (3) The Kissing Rock is the girl on the right. (She got her name because, like most coeds in the 1930's, kissing her was just like kissing a rock.)

As the 30's drew to a close, the Great Depression began to wind down, and a general air of optimism prevailed on and off campus. But few people realized that a tyrant was about to come on the scene spreading bloody havoc wherever he went, and the world would never again be the same because of him. (But more about Frank Sinatra later.)

CAMPUS LIFE IN THE '40'S

With the end of the Depression a new feeling of maturity hit the campus. This was particularly noticeable in fraternity life. The green, frightened pledge of 1939 entered the world of 1940 with a healthy new outlook. Never again would he have to undergo the humility of someone paddling his butt. Instead he would now dedicate himself to a better education, a keener understanding of humanity, and paddling someone else's butt.



The chief college meeting place in the 40's was the Campus Malt Shop. There, students nicknamed Beezie and Binky and Lillums sipped lime rickeys served up by Pop, the beloved proprietor, and then jitterbugged to "Mairzy Doats" and "The Three Little Fishies" on the juke box, while saying things like, "Hubba-hubba" and "Woo-woo, what a tomato!" Little did the country know that Germany and Japan were planning to take all this away from us at a fearsome price. Little did Germany and Japan know that we probably would have given them all this for nothing.

In late 1941 war was declared. (See "World War II And The College Student" for a study of the impact of war on student volunteers, who numbered in the thousands. For a later view on another struggle, see "The War In Vietnam And The College Student" for a study of the impact of war on student volunteers—both of them.)

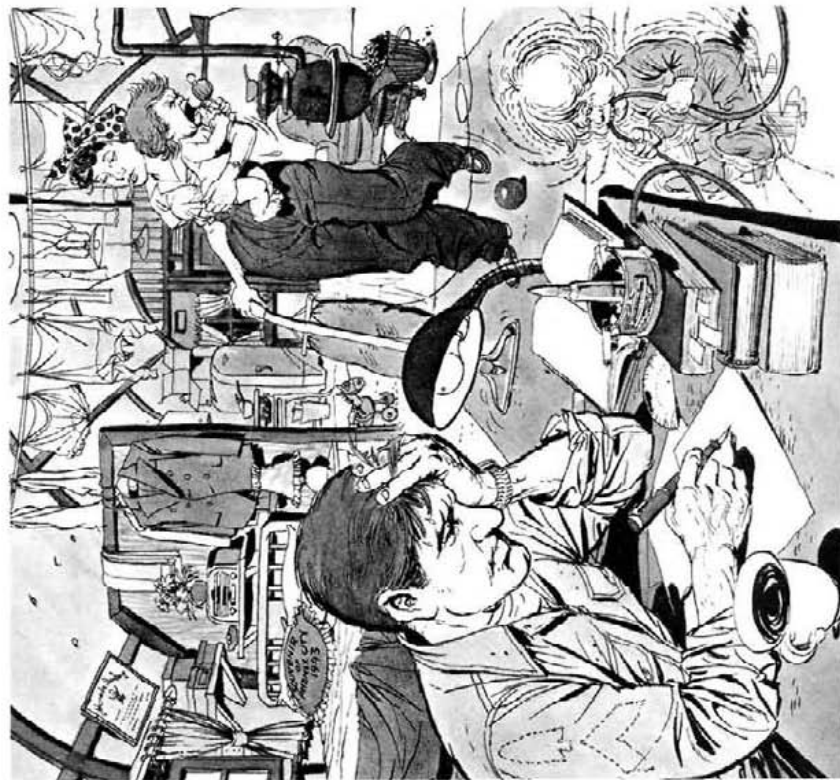
America's first war in almost a quarter century had a profound effect on college life. No longer did carefree, happy-go-lucky students sit around the Malt Shop singing, "Mairzy Doots" and "The Three Little Fishies." Instead sober, more determined students now sat around the Malt Shop singing, "You're A Sap, Mr. Jap" and "Right In Der Fuehrer's Face."

For half a decade casualties mounted and America paid a terrible price to preserve our democracy. Men from college campuses contributed their share to the suffering. For example, here's a photo of some of the members of a typical fraternity, taken before the war. See the caption below to get an idea of the staggering casualties they suffered since then:



The men of the Zeta Malesh Shikshah fraternity house. Left to right: The late Dink Dockstader; the late Pukki Pettrille; the late Arnold Haffeneffer; the late Biff Klodd; the late Barney Boysenberry; the late Steve Zetts; the late Rick Guppy; the late Gupp Kikkley; Harold Hopner (wounded in action); Ned Mussel (wounded in action); Gary Pivnick (wounded in action); Victor Sfortz (wounded in action); and Irving Irving (missing and feared dead). Historical note: None of the fraternity members shown above were in the service. What happened was, during Rush Week in the fall of 1945, they tried to haze a prospective new pledge who turned out to have been a commando-paratrooper in Burma.

With the GI Bill of Rights in effect, there was an influx of thousands of veterans to colleges in the middle 40's. They came from fox-holes to campus quonset huts with a burning desire to learn. The first thing they learned was that quonset huts were so cramped and rotten, they sure missed their roomy fox-holes.



Happy little domestic scenes such as this sprang up for the first time on American campuses. Here we see a veteran student with his wife and two children. The chief question on the couple's mind was: Should he study law or medicine? Note: Similar happy domestic scenes of couples and their children were to emerge on campus in the 60's. The chief question on the couple's mind then would be: Should they or shouldn't they get married?

Among other things the 40's was known as the decade that unshackled the atom. But unknown to most of the world, the 50's would also be the decade in which they unleashed the Really Big Bombs. (But more about Eisenhower and Nixon in our next chapter.)

CAMPUS LIFE IN THE '50'S

For many years there had been rumors that there was no campus life in America in the 1950's. In fact there were also rumors that there was no life at all in this country in the 50's. Then along came Dwight D. Eisenhower, and the rumors proved to be true.



But seriously, folks, and fellow scholars, in 1950, two years before Eisenhower came on the scene, America was caught up in another war. Many young men went to Korea and vowed to come back. (Unfortunately they didn't.) Later on in the 50's, Vice President Richard Nixon went to Venezuela and vowed to come back. (Unfortunately, he did.)

If the college students of the 20's were known as the Jazz Generation, and the 30's the Depression Generation, and the 40's the War Generation, the young people of the 50's were known as the Silent Generation. In fact silence was the key-word of the decade until a deadly new explosion ripped the atmosphere threatening all future life on the planet... which brings us to Rock 'n Roll.

Not only was everyone dancing dreamily to the haunting strains of "You Ain't Nothin' But A Hound Dog," but the life style of Elvis Presley and other early rock stars had an incredible effect on college students of the 50's. Standard cars were out and hot rods and motorcycles were in. So were leather jackets and sequins. And short hair (or "the crew-cut") gave way to the sky-high, weirdly-shaped pompadour.



But as different as young people were, outwardly, from generation to generation, inwardly they were all looking for the same thing: fulfillment. The 1950's were no different.



Here are two typical young people of the 50's in a secluded spot on campus. He seeks, he gropes, he meets what seems to be a bitter disappointment. And then when all seems lost, he suddenly triumphs and gets what he has been after: all night under the blanket. He finds his comb.

But not all of life was serious and intense in the 50's. Students also found time for light-hearted fun.



Back in the 50's this was a very popular kick. You've heard of the obscene phone call? Well...here is the first obscene phone booth.



Another popular college fad in the 50's was the panty raid. Male students would run through female dormitories grabbing coed's panties off the clothes lines and from dressers. Note: The panty raid was also popular on campus in the 60's. Only this time male students ran through female dormitories grabbing coeds' panties off coeds.

CAMPUS LIFE IN THE '60'S

What happened to cause the vast, bloody upheaval on American college campuses in the 1960's? What event or series of events triggered the blast that set in motion all the explosive forces? Exactly what went wrong in the 60's, you may ask?

Don't ask!

"But we'll try to answer you anyway. For one thing young people began expressing themselves more. A new brand of politics was brought to us by John Kennedy. A new kind of music was brought to us by the Beatles. And a new fashion style was brought to us by the Salvation Army."



This is "The Twist," a 1960's fad made popular by nightclub act of Chubby Checker.

Remember the high pompadour-type hair style so popular on campus in the 50's? Well, it didn't disappear. It just fell down. Usually around the students' ankles. And remember the hangovers students used to get from drinking all that booze? That was replaced in the 60's by "acid" indigestion.

After careful assessment, perhaps the one event that could be held most responsible for bringing on the campus explosion in the 60's was the War in Vietnam.



Here are two typical anti-war demonstrations in the 60's. The group on the left is demonstrating against the War in Vietnam. The group on the right, however, is made up of students who are high on grass and LSD. They are demonstrating against the War of 1812.

Another factor responsible for causing friction on campus in the 1960's was the explosive emergence of the Black student. (For further information on Black Power see, "The Life of Rap Brown," "The Story of Malcolm X," and a list of the leading scorers in the National Basketball Association).

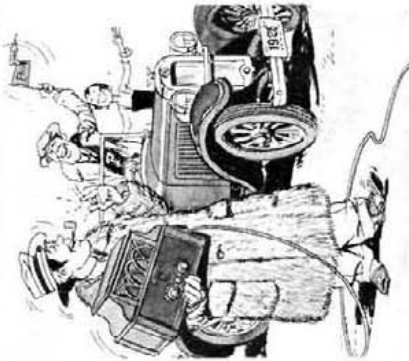
The 60's brought all kinds of anguish to parents of students who went to out-of-town colleges. Word came back to them of a fantastic new sexual freedom on campus. The parents heard that male and female students had now started to live together . . . and sleep together. But as usual, this was another wild exaggeration by the Over-Thirty crowd. After all, considering what the students were doing while living together, how could they possibly find time to sleep?

And so as the war raged and campuses exploded and crime ran rampant through the land it looked as if the world was coming to an end. And toward the close of the decade, religious voices could be heard throughout the country: "Prepare for the Second Coming!" Well, as it turned out, Christ couldn't make it again, but Richard Nixon was free.

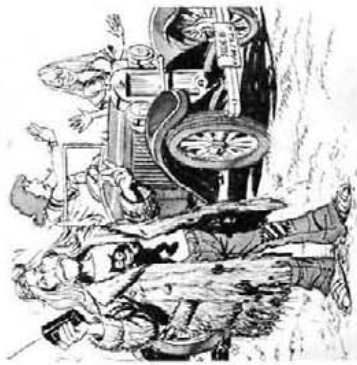
CAMPUS LIFE IN THE '70'S

Since this decade is only half over, it's hard to give a comprehensive view of the '70's. So instead, let's review some of the ground we covered and exactly where we stand in 1975. First of all, let's see what fantastic *changes* have come over college life and America in general over the past 50 years or so:

In the 20's, students listened to jazz, wore raccoon coats and drove *Hupmobiles*.



In the 70's, student nostalgia buffs are listening to jazz, buying funky raccoon coats in rummage shops and driving around in carefully restored, vintage Hupmobiles.



In the 20's, everyone on campus was getting drunk on booze, while a big Depression was lurking right around the corner.



In the 70's, now that pot is just about out, everyone is getting drunk on booze, while another Depression's on the horizon.



In the 70's, the very same thing happened to a joker named Richard Milhous Nixon.



In the 20's, a joker by the name of Warren G. Harding left office very suddenly in the wake of a terrible White House scandal.



Well, on second thought, we guess things haven't changed *that* much... But wait a minute, in the middle 1920's when Calvin Coolidge replaced Warren Harding as President, we had a full-fledged clown in the White House. Whereas today our President is...



Hmmmm...
Come to think of it, things didn't really change at all!

THE COLOSSUS OF ROADS DEPT.

Hi! I'm John Linzey! A vote was taken, and I won the job... which may be the worst thing for my career since becoming Mayor of New York... but I've stupidly accepted this magazine's assignment to interview Mr. Charles Snaffeau who's been named as...

MAD'S "TRAFFIC COMMISSIONER" OF THE YEAR

Sorry I'm late! It took me forty minutes to go crosstown!

Driving crosstown in forty minutes isn't bad these days!

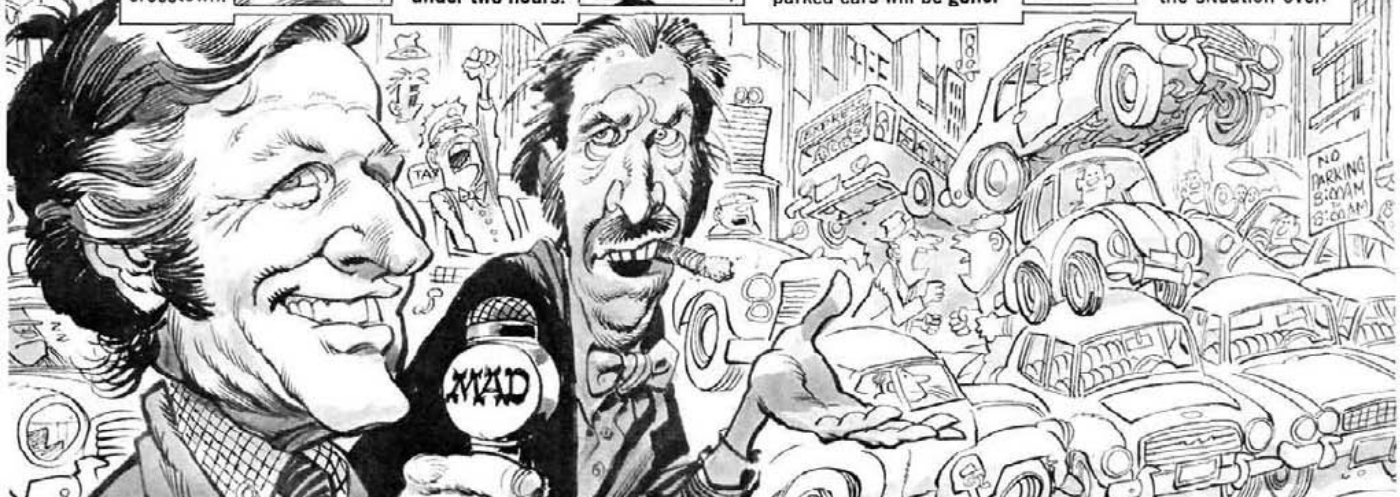
Who said anything about **DRIVING**?! I WALKED across town! You can't **DRIVE** across this town in under two hours!

Then you're **AWARE** that there's a traffic problem in big cities!

OF COURSE, I'm aware! And I'm not sitting idly by! For example, you see **THIS** terrible traffic jam? Well, when my men get through, all these double and triple parked cars will be gone!

You'll have them all towed away?

No, I'll have them **DRIVEN** away! These cars belong to my men! They double and triple parked them so they could look the situation over!



ARTIST: JACK DAVIS

WRITER: DICK DE BARTOLO

I see that your workmen are making adjustments on the traffic lights!

Yes, this main thoroughfare has been nothing but problems since we put in that new **Computerized Traffic Control System**! For some strange reason, the Computer has been making all the uptown lights green at the same time!

What's wrong with that?!? Motorists can at least make some time with a string of green lights!

Are you crazy? Do you think we want those maniac drivers zooming along this street at 30 miles an hour?!?

You mean you'd rather have them going 50 miles an hour, trying to make two or three lights in a row?!?

Of course! How ELSE are we gonna issue over 50,000 "Moving Violation" Traffic Tickets a month?!?



How come that man is taking down that "NO PARKING" sign?

That's part of our new "Clarification Program"! We'll be replacing all the old "No Parking" signs with these!

How in the world does a sign that confusing fit in with a so-called "Clarification Program"?

Well, it was very CLEAR to us that we weren't issuing enough "Standing Violation" Traffic Tickets! So these just might do it!

I see part of the problem on this street is the Telephone Company is digging it up! Are you doing anything about that?

Definitely! We told the Phone Company they must have that hole filled in and paved over by the end of the month!

And then the traffic problem will be eased?

No... then the Electric Company will come in and dig it all up for their work!



It seems like every street in this City is torn up for some reason!

That's not true! There's not one hole dug in Elm Street, and Town Road is free of any construction!

That's good! By the way, Commissioner, where do YOU live?

I live on Elm Street... and my office is on Town Road!

So these are the offices of the Traffic Department and the Bureau of Motor Vehicles!

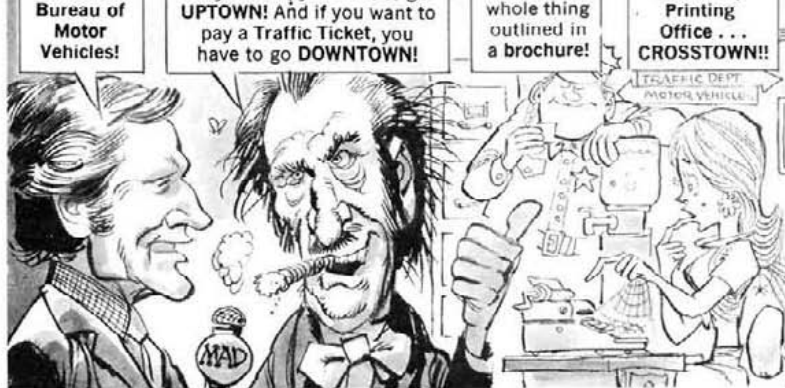
Yes, but just the OFFICES of each! Which means that if you want to get a Driver's License, you come here! But if you want to get a license for your car, you have to go UPTOWN! And if you want to pay a Traffic Ticket, you have to go DOWNTOWN!

That's very confusing, isn't it?

Not really! Actually, we have the whole thing outlined in a brochure!

Oh? Could I have a copy?

The brochure is only given away at the Traffic Dept. Printing Office... CROSSTOWN!!



Suppose we look in some offices! For example... this door says, "Creative Sign-Making"! What goes on in here?

Sorry, but that's not open to the public!

How do you like my entry in this month's "Confusing Traffic Sign Contest"? It's a "Do Not Enter" sign with a flashing green light on it!

I don't think it stands a chance against mine!



I see that this is the room where the guys who give Driving Tests relax by watching movies!

Yes! We show them endless shots of traffic jams so they'll realize that every time they let someone pass and get a license, it makes it that much harder on them and their families to drive on our streets and to park!

No wonder I had to take my Driver's Test twice!

Only twice?? Must've been before we put up this sign!



I see you have some of the new "Picture Regulatory Road Signs" posted here!

No right turn!
No left turn!
No trucks!
No "U" turn!

Say! What's THIS one? I never saw THIS before! What do these signs forbid...?

Oh, we just put them up around town and let the Arresting Officer decide what should be forbidden at the time!



Oh! Is this "Landscaping & Design Dept." responsible for beautifying your City streets?

Well, not exactly...

Now here's today's assignments! Too many people can see the "No Left Turn" sign at 2nd and Oak! Plant a bigger bush in front of it! And they're spotting the traffic light on Main at 4th! Re-hang it so it gets lost among the neon signs! And the ivy died that covered the "Stop" sign at—



Look at the "Parking Meter Dept."! You've got eight men just fixing Parking Meters! But, wait a minute! If they're FIXING them, why are they pounding them with hammers...?!

They're "fixing" them to pay off better! See, a working Meter only earns 10c an hour! But a busted Meter earns at least one \$5.00 Illegal Parking Ticket an hour! I mean, the City needs money to operate, and a dime doesn't buy very much these days... right?!

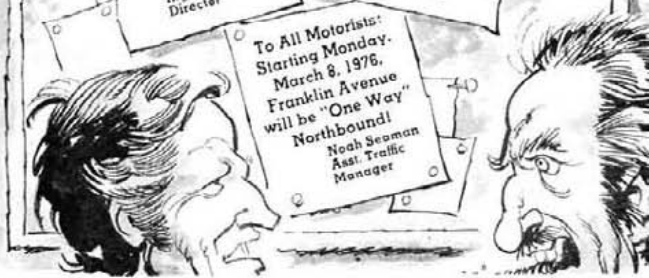


And this is the Bulletin Board of the "Committee of Traffic Rules and Regulations"! Whenever a new Rule or Regulation is passed by unanimous decision, the public is informed here!

To All Motorists: Starting Monday, March 8, 1976, Franklin Avenue will be "One Way" Southbound! Richard Lippen, Right-Of-Way Director

To All Motorists: Starting Monday, March 8, 1976, Franklin Avenue will be closed to all traffic! John Laidler, Department of Re-Surfacing

To All Motorists: Starting Monday, March 8, 1976, Franklin Avenue will be "One Way" Northbound! Noah Seaman, Asst. Traffic Manager



These are idiotic! I hardly consider them a unanimous decision!

Oh, we finally worked it out! Franklin Avenue will be Northbound on odd days, Southbound on even days and re-paved on other days! But we won't post that notice until the public has had a chance to digest what's already been posted!



I must say, Mr. Snaffeau, that with you as Traffic Commissioner, it's a miracle that traffic moves at all! Excuse me for saying this, Sir, but your Department is even more screwed up than the traffic!

That, my good man, is going to cost you a \$25 fine!!

What happened to Freedom of Speech?

It WENT OUT when I put up that sign!

This is John Linzey for MAD Magazine!



PITY LARCENY DEPT.

It's not that we at MAD don't have any compassion. We do! For example, we feel sorry for YOU . . . 'cause you just wasted 50¢ on this magazine. But we really can't feel sorry for all those other people who keep trying to make us feel sorry for them! It just doesn't work . . . and we're sure you'll agree as you study

A MAD GALLERY OF

PEOPLE IT'S HARD T





DO YOU FEEL SORRY FOR

ARTIST: JACK RICKARD

WRITER: LOU SILVERSTONE



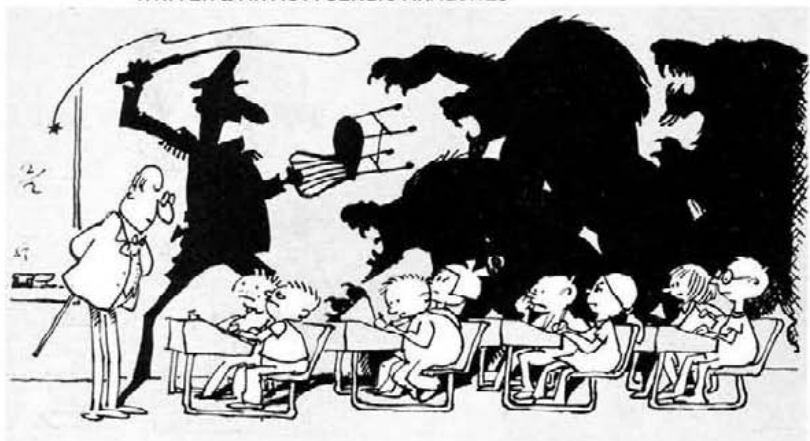
WE GOT YOUR PENUMBRA DEPT.

Who Knows What Evils Lurk In THE SHADOW



The Hearts Of Men? KNOWS

WRITER & ARTIST: SERGIO ARAGONES





DYN-O-MITE SHTICK DEPT.

About five years ago, "All In The Family" came along, and a new TV trend was established: The "Reality Situation Comedy." And it worked like this: you get a family together, have them scream a lot and expose their personal problems and show them suffering, and the public will laugh themselves sick. Well, not long after, somebody came up with another startling discovery: namely, that America finds only one thing more enjoyable than laughing at a White family's misery . . . and that's laughing at a BLACK family's misery. And so, since it was too late to bring back Slavery, the "Black Sitcom" was born. And the way it succeeded was to be on the Number-One Network, to be a spin-off from a popular "White Sitcom," and to have a

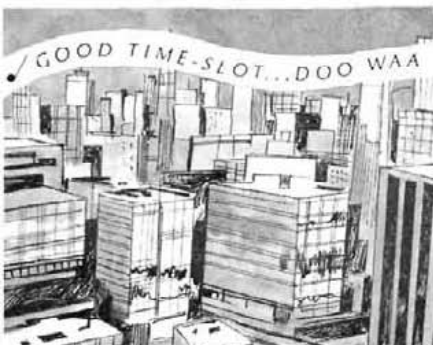
GOOD TIME-SLOT

ARTIST: ANGELO TORRES

WRITER: LARRY SIEGEL

How do they make a down-to-earth realistic series about life in a Black high-rise ghetto? They send out a camera crew and

it plunges into the dirt and filth, and it takes plenty of location shots of depressed Black neighborhoods in Chicago



... and then they tape the show in a White neighborhood back in Hollywood . . . because if you think the White Producers of

this show are gonna take a chance on getting mugged in some depressed Black Ghetto neighborhood in Chicago, you're crazy!

And if you think the **Black Stars** on this show are gonna take a chance on getting mugged in some Black ghetto, you're even **CRAZIER!** We got our **OWN** bundles to protect, Baby!

Hi! I'm **Colorado!** Not long ago, I worked as a **Maid** for a **Broad** on another TV show! And I really put old **Big-Mouth** in her place! So what happened? In real life if you tell off a **Boss**, they **FIRE** you! On TV, they give you your **OWN SHOW!!**

As you know, our ratings are **great** and **people love** us! But everyone keeps asking me, "What does your **Husband**, **Jaimes**, do for a living?"

Hi, Baby! I'm home early . . .

Home early from what?

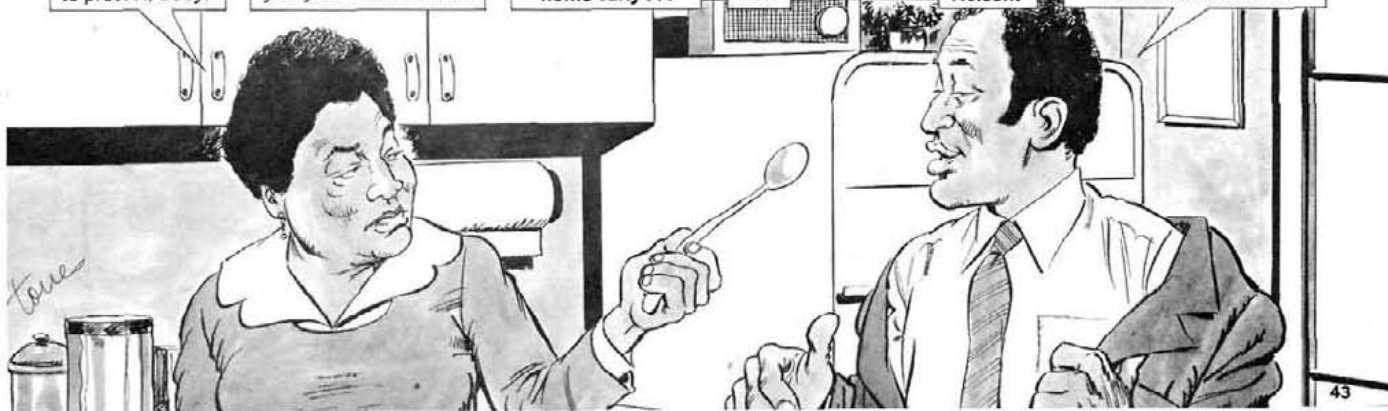
From what-ever it is that I do!

Jaimes, it's time you told **ME** and the **TV audience** . . . what **DO** you do all day long?

Okay . . . I'll tell you! Did you ever hear of a **White dude** by the name of **Ozzie Nelson**?

You mean the guy who had his own show years ago, and used to go off to a **mysterious place** to do **strange work**, and nobody . . . including himself . . . knew where he went, or what kind of work he did?

That's the one! Well . . . I took over **HIS JOB!!**



And all along, you thought I was a bum!

Right! Now, I know it!

Well, I guess it's time for the part of the show where we head for the bedroom and turn on the people who love to see unsexy, middle-aged folks messin' around!

The bedroom... AGAIN!? That's the 10th time in 12 hours! Besides, it's three in the afternoon, and I'm just not in the mood!

Look, Baby! You **KNOW** what we're trying to do in this show! We're trying to show there's love in this house! That not ALL Black Husbands desert their families!

Jaimes, honey, would you do me a favor?

Sure, Baby! Anything!

Why don't you desert your family sometime... like them **OTHER** Black Husbands do?!



The doorbell... NOW?!? Oh, God!!

The doorbell now! THANK GOD!!



Well, it's my life-long sexy friend, Mahroon—who happens to live in our building, and who is, for some weird reason, still unattached! What vital news do you have for us today which will advance the plot-line of this week's show...?

I just want to say it's supposed to rain on Thursday!

That's... that's IT!?

No! Now, I'm gonna shake everything I've got for a minute or so... and then leave! And THAT will take care of the **REAL** sexual excitement the people out there want!



I can't get over it, Mahroon! Who in the audience will believe that you... who looks like **COLORADO'S DAUGHTER**... could really be her **OLD FRIEND**?

Why, the same people who'll believe that, after all my visits here, a big healthy stud like you hasn't attacked me yet!

Hi, kids! Did anything interesting happen in school today?

Something sure did, Mama...

Tell us all about it in that adorable **Black slang** that our **White** audience has grown to love, Selma!

Okay! Here goes! I was combin' my 'Fro when this jive-turkey comes up to me and says, "Hey, foxy mama, we gotta get it down!" So I says to him, "Get lost, schmuck!"

Selma, this is a realistic **Black** show about real **Black** people! Since when do we use the word "schmuck"?

I guess our **White** Jewish writers get carried away sometimes!





GeeGee, I gotta talk to you before you go into your routine!

Be right with you, Dad! But first, big adorable me is going into two minutes of my regular weekly moronic "cute"!

First, I begin with my "Loosey-Goosey WALK"!

It's too late to talk to him, Jaimes! The show is ON!

Then, I segue into my screamingly funny "hat" routine, which always wows them at family picnics, New Year's Eve parties, and dull funerals!

GeeGee, stop jiving around! We are in big trouble!

And lastly, I charm you with a smile which, in sheer haunting beauty, closely resembles a constipated Black dinosaur in heat!

I ask you ... is it any wonder that all America adores me!?



GeeGee, listen to me! The family is in probably its worst crisis ever! We haven't paid our rent, and the Landlord is sending up his men to throw us out on the street, where we may freeze ... and possibly starve to death!

Oh, Man, that's tough! And now, if I may, I'd like to offer my mature, carefully-thought-out observation on our new and dire predicament!

I—I wish you would, Son! What is it ... ?

It's just this ...



DYN-O-MITE!!



Jaimes! Look at the room shake! What is that? An earthquake?

No, that's a hundred million Americans rolling on the floor with laughter the way they do whenever he says that! Which proves the old theory that the average American TV Viewer has the mentality of a 12-year-old!

Daddy, I'm a 12-year-old, and I'm not laughing!

Good Lord, it's gone down to 11 ...



Hey, Edmonds! Open up! The Landlord sent us! We got some bad news, some good news, and some more bad news! The first bad news is: We're throwing you out onto the street ...

We'll freeze to death ... !

Then we'll BROIL to death ... !

Now for the GOOD news! You CAN'T freeze to death! It's 98° out there!

Right! THAT's the other bad news!



Hey, give us a break! We're poor and simple down-to-earth Black folks ... just trying to make ends meet!

We'll raise the money somehow! Please give us a little more time—that's all!

Open the door and we'll discuss it!



Look, we still got a fighting chance! We gotta show them how troubled and desperate we are, and play on their sympathies! Which means no clowning around! GeeGee, do you think that once in your life you can act like a dignified human being instead of something out of a dumb cartoon?

Oh, Man, I resent that! Sure I live around with the family! But do you think in a life-and-death situation like this I wouldn't know how to handle myself? With the whole future of my family at stake, do you think I'd be so stupid and insensitive that I'd act like somebody out of a dumb cartoon???

Forgive me, Son! Now, open the door!



Eeeee ... ahhh ... What's up, Doc???

Monte, start movin' the furniture out!



Man, I've had it with you, GeeGee! There's no way you can act serious! You got about as much dignity as one of them contestants on "Let's Make A Deal"!

Gi'me a break, Dad! This is just a phase I'm goin' through! I'll outgrow it!

Not if you grow to be twelve feet tall, which gives you only about five more inches to go! But you know what you really have to worry about? It's one thing to be a silly, immature TEENAGE clown! But what happens when you grow up to be a silly, immature MIDDLE-AGED clown???

I'll TELL you what happens!! You get your own TV show ... you make millions ... and you know who supports you? Silly, immature clowns who watch TELEVISION!



RED FOXXY!! What are YOU doing here?!

Man, I OWN this building—and half the Real Estate in this COUNTRY!



Stay dumb jus' like you are, Baby, an' you're not only gonna have your own show, but you're gonna own the REST of the country!

**DYN
-O-
MITE!**



Jaimes, THAT's not an earthquake this time, is it?

No, Colorado! That's just millions of AMERICANS LAUGHING again! GeeGee just said the SECRET WORD!

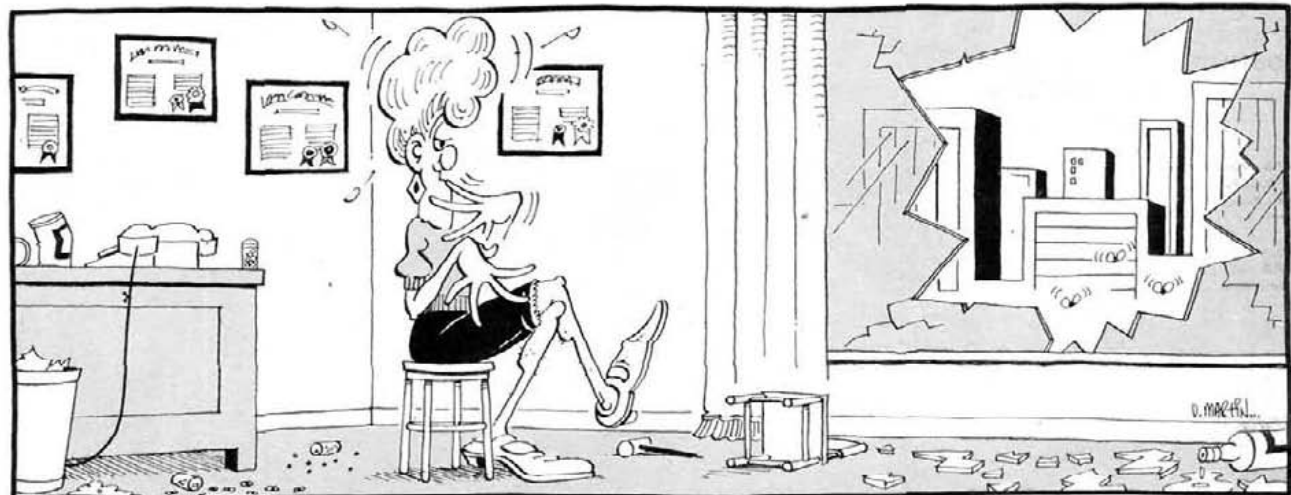
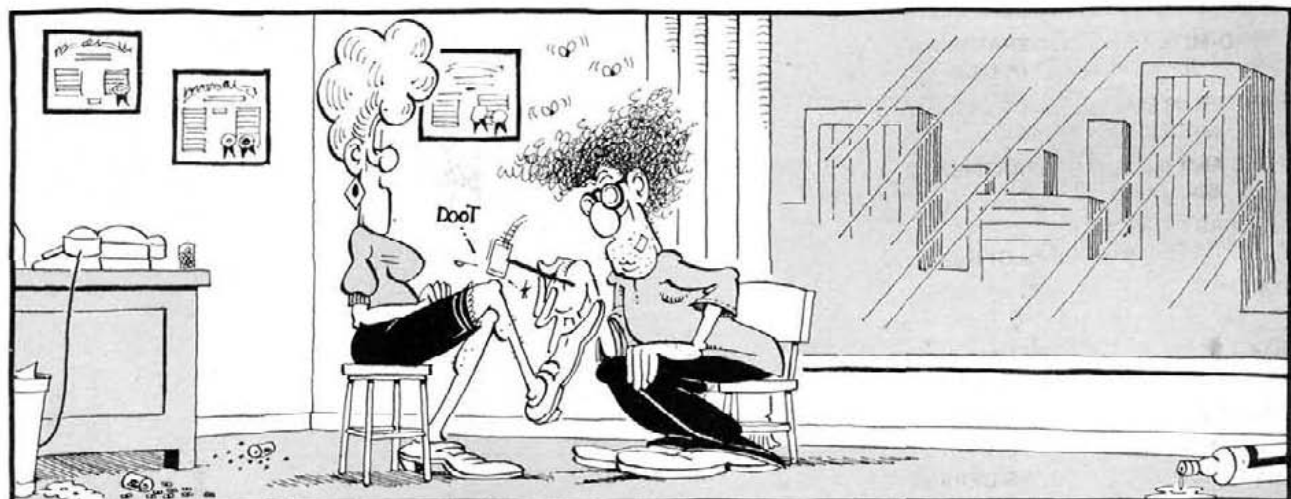
Daddy, remember when you said the mentality of the average TV viewer was down to 11 years old ... ?

I remember, Micro!

Well, this is my friend, LEROY! HE's 11 ... and he's not laughing!



LATE ONE AFTERNOON IN A DOCTOR'S OFFICE



**IN WHAT
IMPORTANT
BOWL GAME
ARE THERE
NOTHING
BUT
LOSERS?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

We are all familiar with the major bowl games, and we also know that in each, there are always winners as well as losers. But there is one important bowl game in which there are nothing but losers. To find out which bowl game we mean, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

B) FOLD BACK SO "A" MEETS "B"



**THE EMPHASIS PLACED UPON "WINNING" IS AN EVIL NECESSITY
FOOTBALL DEMANDS. BUT LET US ALSO REMEMBER THE SAD
BACKWARD ARENAS WHERE MORE DESPERATE PLAYERS PROWL**

ARTIST & WRITER:
AL JAFFEE

A)

B)

ANOTHER
MAD
MINI-
POSTER



I WANT, TOO